ABSTRACT

A CPU of a color printer performs gamma correction and a matrix operation M on an RGB color space image data derived by a matrix operation S. Using gamma correction value settings, the CPU performs gamma conversion of image data. Matrix operation M converts the RGB color space to an XYZ color space. When performing matrix operation M, the CPU refers to a PrintMatching tag and performs the matrix operation using a matrix (M) that corresponds to the indicated color space, in order to reflect the color space used for generation of image data.